

AUTOMOTIVE

Mercedes introduces electric bike collection

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The new electric bike collection includes four models. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz**'s EQ Formula E Team is taking the brand's sleek style to bicycle offerings in a new electric collection.

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The new electric bike collection includes four models: Formula E; Silver Arrows; Silver Arrows Sports; and Championship Edition. The Mercedes-Benz style is present throughout the collection, which responds to growing interest in the electric bike trend, aiming to provide smooth and dynamic rides.

Biking in style

According to **Global Industry Analysts Inc.**, the global electric bike market is set to reach \$34.7 billion by 2026. The interest in e-bikes is clear, and Mercedes is set to deliver.

Mercedes-Benz's new collection of electric bikes reflects the automaker's stylistic ethos, highlighting minimalism. The bikes feature concealed batteries and motors, making them unique as many e-bikes present heavy framing and displayed external batteries.



The e-bike's digital dashboard offers data on speed, range and more. Image credit: Mercedes-Benz

The bicycles' digital dashboards offer the innovative and polished feel that consumers are looking for, offering data including a speedometer, battery indicator and range. It also includes a password-activated security immobilizer for

privacy as well as phone charging capabilities.

Setting out to provide the ultimate smooth ride, Mercedes' electric bikes aim to eliminate uncomfortable gear changes and are paired with a carbon belt drive and powerful motor output. With this, sleek meets speed.

Consumers can purchase an e-bike from Mercedes on nplusbikes.com or at a participating Mercedes-Benz U.S. dealership.

Mercedes-Benz joins other luxury brands that have ventured into the e-bike space.

In 2020, French-Italian outerwear maker Moncler leaned into its outside origins by partnering with a Dutch electric vehicle brand for its latest Genius collaboration.

Each Moncler Mate.Bike was made with a space-grade aluminum frame in bright white or deep black. The e-bikes were wrapped in a puffer material with the Moncler logo, reminiscent of the brand's famous outerwear ([see story](#)).

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